**UNIVERSITY POLICY:**

All email signatures should consist of the following information and should **not** include any **patterned backgrounds**, **photographic files**, **QR codes**, **personal logos**, **personal or departmental websites**, or **quotes**.

\*Please remember that the university-wide goal is to increase enrollment and brand the university.

Please **do not** change the font style or resize the font (Arial, size 12).

Please **do not** resize the logo.

Please **do not** change the colors.

**You may** remove any phone or fax number if not applicable.

**You may** add **university related** social media icons with hyperlinks.

If you choose the **extended version** and you have an off-campus address, that is acceptable.

**"The Friendliest Campus in the South"** is the university marketing campaign. Please **do not** remove­­­­.

For more information on university policies, standards, and guidelines, visit [www.jsu.edu/marketingservices/styleguide](http://www.jsu.edu/marketingservices/styleguide).

**Directions:**

1. Copy and paste your option into the email signature box.
2. Optional: Download the **Jax State** **email signature logo** here:

[www.jsu.edu/marketingservices/templates/images/jsu-email-logo.jpg](http://www.jsu.edu/marketingservices/templates/images/jsu-email-logo.jpg)

1. Optional: Download the **Jax State** **social media email icons** here:

[www.jsu.edu/marketingservices/templates/images/jsu-email-facebook.jpg](http://www.jsu.edu/marketingservices/templates/images/jsu-email-facebook.jpg)

[www.jsu.edu/marketingservices/templates/images/jsu-email-twitter.jpg](http://www.jsu.edu/marketingservices/templates/images/jsu-email-twitter.jpg)

[www.jsu.edu/marketingservices/templates/images/jsu-email-youtube.jpg](http://www.jsu.edu/marketingservices/templates/images/jsu-email-youtube.jpg)

[www.jsu.edu/marketingservices/templates/images/jsu-email-instagram.jpg](http://www.jsu.edu/marketingservices/templates/images/jsu-email-instagram.jpg)

**­Examples:** ­­­­

 



**EMAIL TEMPLATES ARE LISTED BELOW.**

**STANDARD VERSION:**

**(P: Phone, F: Fax, C: Cell, WC: Work Cell —You may remove any number not applicable.)**

**Name**

Title

Office/Department Name/College Name

Jacksonville State University

P. XXX.XXX.XXXX | F. XXX.XXX.XXXX

C. XXX.XXX.XXXX | WC. XXX.XXX.XXXX

*The Friendliest Campus in the South.*

[WWW.JSU.EDU](http://WWW.JSU.EDU)

(Optional: PLACE JSU LOGO HERE-Please leave space between signature and logo)

(Optional: Social media information-MUST BE UNIVERSITY RELATED)

**EXTENDED VERSION:**

**(P: Phone, F: Fax, C: Cell, WC: Work Cell—You may remove any number not applicable.)**

**Name**

Title

Office/Department Name/College Name

Jacksonville State University

P. XXX.XXX.XXXX | F. XXX.XXX.XXXX

C. XXX.XXX.XXXX | WC. XXX.XXX.XXXX

Building Name & Office Number

700 Pelham Road North | Jacksonville, AL 36265

*The Friendliest Campus in the South.*

[WWW.JSU.EDU](http://WWW.JSU.EDU)

(Optional: PLACE JSU LOGO HERE-Please leave space between signature and logo)

(Optional: Social media information-MUST BE UNIVERSITY RELATED)

**How to insert social media icons with hyperlinks:**

**Step 1. Click the first icon on the tool bar (insert pictures inline)-this will allow you to choose from your icons that you downloaded.**

** **

**Step 2. Select the icon so that it is highlighted, and click “Insert link” on the**

**tool bar, then type in the URL.**

****

 ****

**Step 3. Repeat steps 1 & 2 to add additional social media icons with hyperlinks.**

****

**Questions? Feel free to contact us!**

Mary Smith, Director of Marketing and Licensing at msmith@jsu.edu | 256.782.5830 or Emily Lankford, Lead Graphic Designer at elankford@jsu.edu | 256.782.5828.